

Research Design and Interpretation

Writing a Fact Sheet 101

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Writing a Fact Sheet 101 The “X-Files”



UW Garden Facts

- UW-Extension Hort Team
- Design
 - Short/Concise
 - Easy-to-Read
 - Customizable
- Topics
 - Diseases
 - Insects
 - General Horticulture/Weeds

Writing a Fact Sheet 101 The “X-Files”



Writing a Fact Sheet 101 Select a Topic

- Enhance your programming
- Increase your efficiency
- Provide relevant content for colleagues
- Respond to a new, critical needs
- Provide an opportunity to learn
- Promote a topic that is just plain COOL!

Writing a Fact Sheet 101 Create a Format

- Create a content format
 - Cover pertinent information
 - Text
 - Photos or other graphics
 - Tell a logical story
 - Make content accessible to your audience
 - Allow adaptability to a variety of topics
 - Be consistent, but not set in stone

Writing a Fact Sheet 101 Create a Format

- Create a visual format
 - Create a “brand”
 - Keep things simple
 - Make things visually pleasing
 - Conform to UW-Madison guidelines
 - Color palette (<https://brand.wisc.edu/>)
 - Logo (<https://brand.wisc.edu/>)
 - Copyright and other standard verbiage (<https://universityrelations.wisc.edu/policies-and-guidelines/>)

Writing a Fact Sheet 101 Create a Format



Writing a Fact Sheet 101 Research Your Topic

- Collect pertinent information
 - Consult refereed journal articles
 - Visit <https://www.library.wisc.edu/>
 - Search databases (AGRICOLA, Biological Abstracts)
 - Read existing Extension publications
 - Ask an expert
 - Read non-research-based information
- Make a bibliography/reference list

Writing a Fact Sheet 101 Write and Refine

- Get something on the page
- Organize and consolidate
- Simplify and clarify language (but don't overdo it)
- Eliminate "fat" (but don't overdo it)
- Find (and document) appropriate visuals
- Rest and revisit

Writing a Fact Sheet 101 Review and Rewrite

- Solicit reviews
 - Content accuracy
 - Readability
 - Portability
- Expect to be upset
- Rest and revisit
- Make revisions as needed

Writing a Fact Sheet 101 Advertise and Distribute

- Provide electronically
 - Websites
 - CDs/Thumb drives
 - Listservs
 - Social media
- Provide hard copies
 - Trade shows
 - Presentations

Writing a Fact Sheet 101 Think Towards the Future

- Plan regular reviews
- Revise as new information arises
- Scrap obsolete titles
- Plan for continuity

Writing a Fact Sheet 101
Ask for Help

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